

# *Maryland State Highway Administration*

*presents*

## SPECIFIC SERVICES SIGNING

*...A SERVICE FOR  
MARYLAND MOTORISTS*



**Q. What is Specific Services Signing?**

A. *The Specific Services Signing (LOGO) Program is a program which permits eligible businesses providing key services to motorists to place their logos on signs along certain designated expressways. The purpose of the Program is to fulfill basic motorist needs during the normally posted times. The program is being administered by the Maryland Department of Transportation, State Highway Administration (SHA), Office of Traffic and Safety.*

**Q. What highways are included in the program?**

- A. - U.S. 13 in Wicomico County (Salisbury Bypass)  
- I-68 in Washington, Garrett and Allegany Counties  
- I-70 in Washington, Frederick, Howard and Carroll Counties  
- I-81 in Washington County  
- I-83 in Baltimore County  
- I-95 in Prince George's, Howard, Baltimore, Harford, and Cecil Counties  
- I-97 in Anne Arundel County  
- I-270 in Frederick and Montgomery Counties  
- U.S. 50 in Anne Arundel County  
- U.S. 340 in Frederick County

**Q. What services are included on the logo signs?**

- A. - Gasoline (including diesel)  
- Food  
- Lodging  
- Camping

**Q. Are all businesses providing the four key services eligible to participate?**

A. *There are specific conditions which each type of business must meet to be included in the program. The chart at the right will help you to determine if your business is eligible.*



## ***RULES & REGULATIONS***

	<b><i>Gasoline</i></b>	<b><i>Food</i></b>	<b><i>Lodging</i></b>	<b><i>Camping</i></b>
<i>Maximum number of different business logos per exit ramp</i>	6	6	6	6
<i>Maximum distance of service from exit gore</i>	<i>1 mile</i>	<i>3 miles</i>	<i>3 miles</i>	<i>15 miles</i>
<i>Minimum period of operation</i>	<i>Open at least 16 continuous hours/day Open 6 days/week</i>	<i>Open by 7 a.m. Open 6 days/week</i>	<i>Open year round</i>	<i>May close for a single period of 120 consecutive days between Nov. 1 and April 1</i>
<i>Required services</i>	<i>Vehicle service to include fuel, oil, and water Public rest-rooms Public telephone</i>	<i>3 meals/day Minimum seating capacity- 20 Public telephone</i>	<i>At least 10 rooms or units Public telephone</i>	<i>At least 10 spaces Adequate parking for each campsite Modern sanitary facilities Drinking water All-weather access for vehicles and trailers Public telephone</i>

*Eligible service establishments may not discriminate on the basis of race, religion, sex, nationality or creed and must conform with all applicable State and local laws with regard to licensing and operation.*

**Q. Are there any other restrictions?**

A. *Logo signs are considered informational, not advertising. Therefore, advertising slogans are NOT permitted.*

**Q. How will distance from the exit ramp to my business be measured?**

A. *Distances will be measured from the gore (the point at which the ramp roadway leaves the mainline roadway) to the place of business. If there is more than one gore, the first one will be used in measuring the distance. SHA will be responsible for determining and recording distances.*

**Q. Will logo signs be placed at all exits?**

A. *SHA will determine which interchanges qualify for logo signing based on COMAR (Code of Maryland Regulations) and Federal regulations.*

- *There must be sufficient space for signs along the mainline roadway and ramp. Public Safety will be a major consideration.*
- *Where two or more interchanges are closely spaced, the interchange best serving the public through better road alignment, grade of highway, and access will be used.*
- *Interchanges which do not provide direct reentry to the mainline roadway may not be appropriate for the placement of signs.*

**Q. Where will the signs be placed?**

A. *Normally, a large sign with large logo plates is used for each direction of travel along the major roadway. Smaller signs with smaller logo plates are placed along each affected ramp. Trailblazer signs, if needed to direct motorists to your business after they leave the main roadway, will be of the smaller size.*

**Q. How much will it cost to participate in the Specific Services Signing Program?**

A. *The cost of the program, including the installation and maintenance of signs and administrative costs, will be borne equally by all the participating businesses. The annual fee for the program is determined by the number of businesses participating in the program. Businesses will also have to pay for their own logo sign plates, which SHA will affix to Specific Services Signs.*

**Q. Will the annual fee remain the same from year to year?**

A. *Since the annual fee depends upon the number of participants in the program the fee is subject to change if the number of participants increases or decreases. A revised fee will be established as of July 1 each year and will become effective October 1. The annual fee period will begin on the date that the logo sign is erected.*

**Q. How can a fuel, food, lodging or camping business be included on a logo sign?**

A. *An application form is available from:*

*Your Local SHA District Office*

*1) Salisbury*

*2) Chestertown*

*3) Greenbelt*

*4) Brooklandville*

*5) Annapolis*

*6) LaVale*

*7) Buckeystown*

A. *SHA will review the application and verify that your business meets all the rules and regulations described in this brochure and COMAR (Code of Maryland Regulations) 11.04.10, Specific Services Signing. If your business is approved, you will be notified by mail. The approval letter will state the number and sizes of logo sign plates that you will be required to provide. You will also receive a copy of SHA Sign Material Specifications, a list of recommended sign manufacturers and a Logo Certification form to be completed by your sign manufacturer.*

**Q. What are the next steps?**

A. *- Complete and submit application*

*- Upon approval, submit logo design to SHA*

*- With sign design approved, have logo signs fabricated and shipped to appropriate District Office for installation*

**Q. How will the signs be maintained?**

A. *All logo sign maintenance will be performed by SHA or its contractors.*

**Q. Will I be able to make changes on my signs?**

A. *Your logo sign cannot be altered after it has been installed. If you business acquires a new logo, you must submit the new design to SHA's Office of Traffic and Safety for approval.*

**Q. Once I am in the program, can my logo be removed from a sign?**

**A. Yes. Two conditions can result in the removal of your logo:**

- 1. If your business no longer offers the required services and/or your business is not in compliance with the rules of the program, you will be notified that your logo will be removed if the situation is not corrected within 30 days. There will be no refund of any fees.*
- 2. Logos will be placed on Specific Services signs on the basis of distance from the interchange. If, for example, there are already logos for six gasoline stations on a sign and a new gasoline station opens closer to the interchange which meets all eligibility requirements, the logo for the newer station will be placed on the sign and the existing logo of the station farthest from the interchange will be removed.*

*The removal will occur at the conclusion of the period covered by the annual fee.*

*For more information, see [www.marylandroads.com](http://www.marylandroads.com) or contact the SHA District Office for your area.*



Maryland Department of Transportation  
State Highway Administration  
Office of Traffic & Safety